

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
September 8, 2009
Board of Directors Meeting
AMPAS -- 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Craig Donahue, President, The Donahue Group
Ryan Harter, Vice President, CIM Group
Duke Gallagher, Secretary/Treasurer, The Production Group
Brian Folb, Paramount Contractors
Lillian Kuo, Broadreach Capital
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Rouben Rapelian, Sunset Gower Studios
Travis Serpa, Urban Outfitters
Fred Rosenthal, Ametron
Charles Eberly, The Eberly Company
Patrick Russell, The Robert Green Company

Absent

Carol Massie, Vice President, McDonald's Restaurants
Richard Falzone, Off Vine Restaurant
Brent Gaulke, Gerding Edlen
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance

Guests

Patrick Olmstead, Los Angeles Film School
Harry Saboujian, United Waste Services
Peter Pappas, Wells Fargo Bank

1. Call to Order

The meeting was called to order by Board President Craig Donahue 4:08 p.m.

2. Public Comment

Patrick Olmstead from the L.A. Film School requested assistance from the CHC board in attempting to secure a meeting with the management of the Hollywood Farmers Market because of the ongoing situation involving the blocking of their upper level parking entrance on Ivar.

Olmstead indicated that the School is frustrated to have invested \$50M in buildings, land and improvements over the past 10 years and there has been difficulty in having a dialogue with Farmers Market on this situation. The School is a 24/7 operation and the parking lot cannot generate any revenue until after 1 p.m. on Sundays. The board asked the staff to initiate a meeting with Council President Garcetti's office and to look into the permit that guides the Farmers Market operations.

Harry Saboujian, United Waste Services made a brief presentation to the board on alternative trash removal solutions. Morrison indicated that staff has met with Mr. Saboujian, and would be introducing him to the BID maintenance vendor.

3. Approval of Board Minutes

Gallagher recommended that the minutes from July also list Patrick Russell as a Board member.

It was moved by Duke Gallagher, seconded by Travis Serpa and CARRIED to approve the minutes as amended from the CHC's July 14, 2009 Board Meeting. Unanimously approved.

4. Treasurer's Report

Duke Gallagher reviewed the financial statements through August 31, 2009. Gallagher pointed out that several budget categories are in line with projected expenditures for 2009.

It was moved by Fr. Michael Mandala, seconded by Fred Rosenthal and CARRIED to approve the Treasurer's Report from August 31, 2009. Unanimously approved.

5. Committee and Program Reports

A. Marketing Committee

1. Demographic Research Steering Committee: Katie Zandona gave the board a brief progress report on the project. Five proposals were received and the committee is currently reviewing them with hopes to meet in late September to recommend three to interview.

2. Hollywood U Media Tour: The media tour has been set for October 8, 2009 and will begin at the LA Film School in the BID. Zandona is currently working with the committee and Chamber on final details for the event.

3. IDA Award for Navigate Hollywood: Zandona announced to the board that NavigateHollywood.com was selected as one of the recipients of the Distinction Award at this year's annual conference in Milwaukee.

4. Zagat Guide Marketing Opportunity: Zandona recommended that the board explore the option, next year, of producing a Zagat guide for the BID.

B. Streetscape Committee

1. Report from 9-2-2009 Meeting: Michael Pogorzelski gave the board a summary of the committee's last meeting. The committee decided on how to use the surplus pressure washing hours available within the BID, discussed a potential Hail-A-Taxi public art display. MacPherson informed the board that the HPOA spoke with their attorney on the issue and it was determined that the City would need to provide a MOU to minimize risk and liability to the BID. The committee is also still trying to determine a location for a trash compactor and maintenance headquarters. Lastly, MacPherson informed the board that the draft plan of the Sunset Boulevard Urban Design Plan should be available for community review in October.

2. Plans for “Infrastructure Survey:” MacPherson briefed the board on the idea of an infrastructure walk through of the two BIDs in October. Morrison informed the board that the staff is first trying to speak with the City and City Attorney’s office to ascertain how the BID’s exposure could be limited with respect to reporting on hazards in the common area of the District.

3. Quarterly News Rack Update: Mariani reported that during the month of July the HPOA with the help of a intern, were able to catalog all the news racks within the two BIDs. Those news racks which were in poor condition were sent to the Bureau of Street Services for enforcement. The staff met with two officers from the Bureau and came up with the idea that the HPOA will now be sending a report of those new racks which are in poor condition to the department on a quarterly basis for enforcement.

C. Security Committee

1. Report from Meeting with Andrews International regarding expansion of non-lethal use of force options for BID Security: Travis Serpa informed the board that he had met with Captain Girmala, John Tronson, Kerry Morrison, Bill Farrar and Steve Seyler to discuss the potential of permitting the use of tasers by BID security, to add to their non-lethal use of force options. The discussion will be taken to the next Security Committee for the committee to discuss. Morrison invited all board members to attend.

2. October 31, 2009 Planning Meeting: Morrison briefed the board on the first planning meeting between the LAPD, CHP and West Hollywood Sheriffs to discuss this year’s plan. Morrison said the group is trying their best to ensure streets and sidewalks remain open this year.

3. Homeless Update: Morrison informed the board of Step Up On Vine moving into the Hollywood area. The facility will be home for 44 mentally disabled homeless individuals in Hollywood. MacPherson and Morrison along with Dirk Degraeve and Sarah Dusseault recently toured the psych ward of the LA County Jail. Lastly, Morrison reported that the DMH at the urging of the BID and with the help of Andrews were able to conduct an interview with 20 of Hollywood’s most at risk homeless individuals with the hope that these would be able to eventually enter into a Dept. of Mental Health full service partnership program.

7. New Business

A. Appointing Nominating Committee: The board appointed Fr. Michael Mandala to chair the nominating committee along with Patrick Russell and Leron Gubler. Donahue read a list of those members who terms would be expiring in 2010: Ryan Harter, Charles Eberly, Duke Gallagher, Travis Serpa, Brent Gaulke, Michael Pogorzelski and Fred Rosenthal. The Nominating Committee will announce the slate on November 13, 2009. Donahue also at this time appointed Patrick Russell to the Streetscape Committee.

8. Old Business

A. Relay for Life: Donahue thanked the board for their help and support for this year’s Relay for Life.

9. Report from Kerry Morrison

A. Timeline for Preparing Annual Budget and Planning Report: Morrison reported that this year’s budget will be reviewed at the board’s October 2009 meeting as the new budget and planning report for 2010 has to be approved and submitted to the City by December 1, 2009.

B. United Way/LA Chamber Business Roundtable: Morrison announced that the United Way has set up a business roundtable to engage businesses in the Los Angeles community to participate in the effort to end homelessness in Los Angeles. Morrison and Bill Farrar have been appointed to the roundtable.

C. UCLA Real Estate Conference: MacPherson invited board members who were interested to attend this year's UCLA Real Estate Conference.

8. Next Meeting

The next meeting was scheduled for Tuesday, October 13, 2009 at 4 p.m. at AMPAS (1313 Vine St., Los Angeles, CA. 90028).

9. Adjournment

There being no further business the meeting was adjourned by Board President Craig Donahue at 6:02 p.m.